



STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2017/2018

BMM3114-MULTIMEDIA AND MANAGEMENT
(All sections / Groups)

07 MAR 2018
2.30 p.m. - 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 4 pages excluding cover page.
2. There are 5 questions. Answer ALL questions.
3. Please write all your answers in the Answer Booklet provided.

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Question 1 (20 Marks)

Explain four reasons why the study of multimedia and its application are important to marketing or management students like you. (20 Marks)

Question 2 (20 Marks)

a. State True or False for the following statement.

- i. Type size of a text is usually expressed in point. (1 Mark)
 - ii. MIDI data is a digitized sound that stored in numeric form. (1 Mark)
 - iii. The sound quality with sampling frequencies of 44.1 kHz is bigger in file size compare to an 11.02 kHz sampling frequencies. (1 Mark)
 - iv. A typeface is a collection of characters of a single size and style belonging to a particular font family. (1 Mark)
 - v. Sans Serif are traditionally used for body text because it help guide the reader's eye along the line of a text. (1 Mark)
-
- b. Discuss the difference between bitmap images and vector images in the aspect as follows:
- i. the formation. (3 Marks)
 - ii. the scalability. (3 Marks)
 - iii. the file size. (3 Marks)
 - iv. the capture ability of the reality object. (3 Marks)
 - v. the output. (3 Marks)

Continued ...

Question 3 (20 Marks)

- a. State True or False for the following statement.
- i. In the animation presentation, kinematics is a study on the movement and motion structure that have joints. (1 Mark)
 - ii. The animation build with 60 entire frames per second is much clearer than an animation build with 24 entire frame per second. (1 Mark)
 - iii. The animation build with 60 entire frames per second is much smaller than an animation build with 24 entire frame per second. (1 Mark)
 - iv. In animation presentation, inverse kinematics is used to showcase the effect of an image that transforms into another presentation. (1 Mark)
 - v. JPG98a is an example of animation file format. (1 Mark)
- b. Figure 1 shows a mobile projector. The size of this mobile projector is 104mm x 105.3mm x 36.5mm, it is sized to fit in a laptop bag.

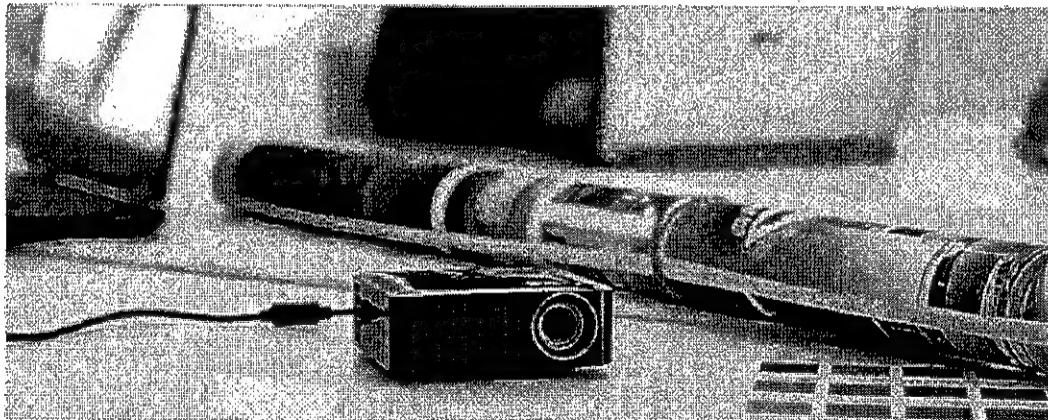


Figure 1

If you are a part of the marketing promotion and presentation team, what 3 aspects would you consider before purchasing this mobile projector? Please justify the consideration. (15 Marks)

Continued ...

Question 4 (20 Marks)

Table 1

TOPIC/TASK	Month													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Analyse the idea to develop the website.														
Research the idea to develop the website														
Design the outlook prototype of the website														
Writing the user manual														
Testing with the expected public audience														
Testing with the development staff														

- a. Table 1 show the Gantt chart of a website development project. Identify the possible errors in the Gantt chart and draw the correct Gantt chart. (15 Marks)
- b. State True or False for the following description.

Bil.	Icon	Description	True or False
i.		Attribution	(1 Mark)
ii.		Attribution + Derivatives	(1 Mark)
iii.		Attribution + Share Alike	(1 Mark)
iv.		Attribution + Commercial	(1 Mark)
v.		Attribution + Non-commercial + Derivatives	(1 Mark)

Continued ...

Question 5 (20 Marks)

- a. The multimedia development process consists of several team members which comes from all areas of multimedia technology. Explain the role for each team members.
- i. Multimedia Designer. (2 Marks)
 - ii. Audio Specialist. (2 Marks)
 - iii. Writer. (2 Marks)
 - iv. Multimedia Programmer. (2 Marks)
- b. If you are a project leader. Suggest 4 rule and regulations that able to accurately predict the time, resources and budget needed to complete a multimedia project. Please justify accordingly. (12 Marks)

End of Page